

# Healthcare and Elective Medical

## Marketing Compliance Supplement

Affirm is a **buy now pay later** option for your customers.

## Marketing Affirm

as easy as...

1. Review Affirm's [Marketing Compliance Guides](#)
2. Follow Affirm's Marketing Best Practices [here](#)
3. Be honest in your marketing of Affirm to customers

## When Marketing Affirm

- **Don't** market Affirm to encourage customers to seek more healthcare than needed or in a manner that may abuse insurance.
- **Don't** offer Affirm when customers are distressed, under anesthesia, compromised rationally or otherwise unable to provide informed consent. See [Affirm Healthcare Service Terms](#). And for merchants on the **Stripe integration** see [Healthcare Stripe Service Terms](#).
- **Don't** include Affirm in marketing statements that reference insurance, flexible spending accounts (FSA) or health savings accounts (HSA). Affirm marketing can appear in your marketing materials so long as it is visually separated.

### Questions?

If you have a question or concern on how to market Affirm, you can reach Affirm by visiting [businesshub.affirm.com](https://businesshub.affirm.com)

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## Compliance Supplement

### Affirm & Healthcare | Know the Rules

- **Do not** market Affirm to any Customer when:
  - ◆ customer has been administered or is under the influence of general anesthesia, conscious sedation, or nitrous oxide
  - ◆ customer is compromised rationally or otherwise unable to provide informed consent
  
- **Do not** market Affirm to any Customer who is in a treatment area, including, but not limited to:
  - ◆ an exam room, surgical room, or
  - ◆ other area where medical treatment is administered,unless the patient agrees to fill out and sign the application to arrange for or establish credit or a loan in the treatment area
  
- **Do not** assist any customer in the completion or submission of an application for Affirm
  
- **Do not** utilize any autodialer, prerecorded or artificial voice message, or otherwise initiate any calls or text messages to consumers promoting or otherwise relating to Affirm
  
- **Do not** share Protected Health Information (PHI) with Affirm

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